

IN THE CLAIMS

Please amend Claims 1 and 12 as indicated below. The following is a complete listing of claims and replaces all prior versions and listings of claims in the present application:

1. (Currently Amended) A method for facilitating interaction between a consumer and a merchant, said method comprising:

receiving offer information from said merchant via a broadcast that reaches a plurality of potential consumers, wherein said offer information relates to a product;

retrieving consumer preference information from a database resident on equipment associated with the consumer;

customizing said offer information received from the merchant via the broadcast with the consumer preference information to create an amended offer;

transmitting said amended offer to a display for viewing by said consumer, the amended offer specifying a method of acceptance;

receiving an acceptance, from said consumer, wherein said acceptance is associated with said amended offer and said acceptance includes a security feature;

amending the acceptance with consumer payment information and identification information to create an amended acceptance; and

transmitting said amended acceptance to said merchant.

enter upon appeal
Jan 12/22/06